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ADVOCARTSY Presents
LAYERS: The Art of Hadi Salehi's Photography
October 6th - November 3rd, 2019

Opening reception includes world premiere of documentary
LAYERS: The Art of Hadi Salehi's Photography

Opening reception: Sunday, October 6, 4-7 p.m.
Screenings: Sunday, October 6, 4 p.m. + 5:30 p.m.
Closing reception: Sunday, November 3, 4-7 p.m.



Exhibition is Hadi Salehi's First Solo show in the United States and showcases 15 years of work by the prolific photographer, focusing on his layered work, and exploring universal themes of migration, family, resilience, joy and solitude.

(Los Angeles, California—September 10, 2019) Downtown Los Angeles Iranian contemporary art platform ADVOCARTSY presents, *LAYERS: The Art of Hadi Salehi's Photography*, an extensive survey of the work of Los Angeles-based analog photographer Hadi Salehi. The public reception is on October 6, from 4 to 7 p.m.

The opening reception includes the premiere of Bita Shafipour's documentary of the same name. The subtitled 30-minute film is an intimate, experimental portrait of the artist.



“ADVOCARTSY is pleased to celebrate Hadi Salehi’s work with this solo exhibition and documentary premiere,” says ADVOCARTSY founder and director Roshni Rahnama. “Despite being an active, well-respected artist and educator in Los Angeles for over 40 years, this is in fact Hadi Salehi’s first solo exhibition in the United States. As the arts community seeks to diversify the dialogue around art and as museums seek to diversify their exhibitions and permanent collections, advocacy for overlooked artists is more imperative than ever. Bringing due attention to such exceptional artists is at the core of ADVOCARTSY’s mission and we are grateful to have this platform to exhibit this work and to expand the dialogue created around contemporary Iranian art.”

THE EXHIBITION + ARTIST

LAYERS: The Art of Hadi Salehi’s Photography is an extensive analog photography exhibition showcasing Salehi’s most impactful conceptual work from the past 15 years. This long-awaited solo exhibition explores the rich tapestry of Salehi’s image-making career through selected photographs that narrate universal themes of migration, family, resilience, joy and solitude.

A master of analog photography, Salehi’s images capture portraits that are at once powerful and soft, creating a haunting quality that lingers in the psyche. He seeks to create a collective awareness by revealing quiet truths through his process-intensive works.

Using diverse methods of photographic manipulation, such as layering film emulsions and distressing the negative and the photographic print, Salehi takes photography beyond documentation and into the realm of exploration and discovery. In his evocative portraits, he subverts the genre by using slow shutter speeds to create an image that is as much about the passage of time as it of the subject.

Born in northern Iran, Salehi moved to the U.S. in 1978 to study film, and continues to be inspired by Iranian literature and poetry. He is in his darkroom daily, moving large sheets of photographic paper through trays of developer, fixer and stop bath. On other days, he hunkers for hours over his work table writing Farsi text on his prints.

Salehi embraces “mistakes” and happy accidents in his work because it is where he finds honest beauty. Like a jazz artist, he thrives on improvisation. The exhibition’s title refers to Salehi’s process of using two to three layers to make one image. “The final image is independent of the incorporated layers,” he explains. “My images have zero depth, which makes it hard to tell the story. The layers help us stay longer on the image and hopefully allow us to make up our own story. Each layer brings a different narrative to a particular image.”

With a career that spans more than 40 years, Salehi has closely documented cultural innovators and scenes, such as Keith Haring, Los Angeles punk rock, and surf lifestyle, while developing an expansive body of analog and digital photography, film, and mixed-media works. Being in the U.S. during the Iran hostage crisis was eye-opening experience for the artist, and is the reason migration is one of his core themes. He is a graduate of Art Center College of Design, Pasadena.



THE FILM

Award-winning director Bitá Shafipour, who also co-curated the exhibition, spent hours with Salehi in his studio and home to create what she calls an intimate conversation with the artist.

“As an artist and storyteller, I had the pleasure of immersing myself in Hadi’s world through his photographs, archival film footage and hours of conversations and interviews for a film that will introduce him to those who seek beauty, poetry and meaning in art,” says Shafipour, who like Salehi was born in Iran and now calls Los Angeles home.

LAYERS: The Art of Hadi Salehi’s Photography is a documentary that portrays the poetic style of Hadi Salehi’s analog photography. Through a series of captivating conversations with the artist, and an exploration of his experimental process, Shafipour taps into Hadi’s layers of consciousness and maps out a visual narrative of the creativity that shapes his rich and diverse body of work.

Using Salehi’s photographs and archival film footage, captured in dozens of countries and including thousands of subjects, this art film visualizes Hadi’s life as an Iranian immigrant in Los Angeles, where he has been capturing stories and making images for the past four decades. Shot primarily on 16mm film, Shafipour aims to pay tribute to Hadi’s creative process and the art of analog photography through her own analog filmmaking. The film is produced by Shafipour and Emmy-winning producer Chris Boyd in association with ADVOCARTSY.

General information:

Exhibition dates: October 6-November 3, 2019

Public opening on Sunday, October 6, 4-7 p.m.

Closing reception is on Sunday, November 3, 4-7 p.m.

Hours: Tuesday-Saturday, noon- 5 p.m.

Address: THE SPACE by ADVOCARTSY 924 S. San Pedro St., Los Angeles, 90015

Parking: Available on the premises

About ADVOCARTSY:

ADVOCARTSY is an Iranian Contemporary art platform with the mission of expanding awareness of and engagement with Iranian contemporary art. Roshni Rahnama is the founder, principal and director of ADVOCARTSY. ADVOCARTSY represents a robust roster of artists of Iranian origin, including Pouya Afshar, Afsoon, Mohammad Barrangi, Ali Dadgar, Kaveh Irani, Aida Izadpanah, Simin Keramati, Dariush Nehdaran, Dana Nehdaran, Ardalan Payvar, Bahar Sabzevari, Hadi Salehi, Sepideh Salehi, Shilla Shakoori, Kamran Taherimogaddam, Shadi Yousefian & Farnaz Zabetian.

Facebook: <https://www.facebook.com/advocartsy/>

Instagram: @Advocartsy

ABOUT THE SPACE AT ADVOCARTSY:

THE SPACE by ADVOCARTSY was launched in October 2017 as the permanent Los Angeles gallery space of ADVOCARTSY to further its mission of promoting Iranian Contemporary Art and as an extension of ADVOCARTSY's ART BRIEF series, launched in Los Angeles in 2015.

The 1,800-square-foot-space is ideally situated in the heart of Downtown LA's Fashion District, minutes from the rapidly expanding arts district and LA's newest museum, the Institute of Contemporary Art, Los Angeles.